WHAT IS CLAIMED IS:

1. A method for printing using one or more inkjet nozzles, the method comprising;

a) feeding a printing medium in a feed direction past the one or more inkjet nozzles at a varying relative velocity between the nozzles and the printing medium, the relative velocity having an average exceeding a threshold velocity and periodically having a value less than the threshold velocity;

b) selectively activating the one or more inkjet nozzles in response to data supplied by a controller only while the relative velocity is below the threshold velocity.

2. A method according to claim 1 comprising alternating the relative velocity between:

a) a first velocity higher than the threshold velocity; and

b) a second velocity lower than the threshold velocity;

3. A method according to claim 1 wherein the feeding of the printing medium is varied to establish the varying relative velocity.

4. The method according to claim 1 comprising reciprocating the one or more inkjet nozzles back and forth in a direction of the feeding of the printing medium.

5. A method according to claim 4 wherein the printing medium is fed at a substantially constant velocity past the reciprocating inkjet nozzles.

6. The method according to claim 1 wherein a rate of the feeding of the printing medium is varied and the one or more inkjet nozzles

are reciprocated in the direction of the feeding of the printing medium.

7. A method according to claim 1 wherein the inkjet nozzles are arranged in a plurality of arrays spaced apart in the feed direction and the method comprises operating inkjet nozzles of each of the arrays only while the relative velocity is below the threshold velocity.

8. A method according to claim 7 wherein, during times while the relative velocity is less than the threshold velocity, each of the arrays sweeps out an area of the printing medium, and the areas swept by the arrays substantially cover the printing medium.

9. A method according to claim 7 wherein the arrays comprise page wide arrays.

10 The method according to claim 1 wherein the printing medium is a continuous web medium.

11. The method according to claim 1 wherein the printing medium is supplied as one or more separate sheets.

12. The method according to claim 1 wherein the one or more inkjet nozzles form a page wide array.

13. The method according to claim 1 wherein the printing medium has been previously printed in a separate process and the inkjet nozzles print only at specific locations on the printing medium.

14. The method according to claim 13 wherein the inkjet nozzles print variable data at the specific locations.

15. A method according to claim 1 wherein the relative velocity varies with time according to a truncated sinusoidal waveform.

16. An inkjet printing apparatus comprising;
    a) one or more inkjet printing nozzles disposed to eject ink droplets on a printing medium;
    b) a feed for advancing the printing medium past the nozzles at a variable relative velocity between the nozzles and the printing medium, the relative velocity alternating between:
        i) a first velocity higher than the threshold velocity; and
        ii) a second velocity lower than the threshold velocity;
    c) a controller for selectively activating the nozzles when the relative velocity is lower than the threshold velocity.

17. The apparatus of claim 10 incorporated in one of:
    a) an offset press;
    b) a flexographic press;
    c) a gravure press;
    d) a toner based press;
    e) an inkjet press;

for printing variable data on a printing medium.